

**Project Title: Redwood Coast Training for Opportunity Project (RC-TOP)**

**Industry Focus:**

- Building & Systems Construction & Maintenance
- Diversified Health Care
- Management (cross all industries)

**Partnership Members:**

- Redwood Coast* • County of Humboldt Economic Development Division  
*Workforce Consortium:* (Humboldt County Workforce Investment Board)
- The Job Market One-Stop Operators Consortium
  - College of the Redwoods

*Partners (\*indicates contributing leverage and serving on the advisory board)*

- Carpenters Union Local 751\*
- St. Joseph's Health System\*
- Redwood Coast Energy Authority\*
- Hoopa Tribe and Hoopa Career and Technical Education Program\*
- HealthWare Solutions, Inc.\*
- Kokatat, Inc.\*
- Brant Electric, Inc.\*
- Solar H<sub>2</sub>OT, Inc.\*
- Humboldt Bay Municipal Water District\*
- The McLean Foundation
- Community Health Alliance
- Humboldt State University
- Pelican Bay State Prison
- NoRTEC

**Funding Level Requested:** \$2,000,000

**Amount of Leveraged Resources:** \$4,453,750

**Applicant Name:** County of Humboldt, Economic Development Division

**Target Groups:** Adults, dislocated workers; veterans; Native Americans; and incumbent workers

**Project Description:**

The Redwood Coast Workforce Consortium proposes to establish or expand twelve certificate and associate degree-training programs, and launch distance learning at the College of the Redwoods, delivering skilled workforce for high growth industries in a five-county rural region of northern California.

In 2007, the Humboldt County Workforce Investment Board (HC-WIB), identified six emerging industries in the region, which grew jobs 37%, firms 23% and wages up to 26% in the fifteen-year period of the study (see reports at [www.HumboldtWIB.com](http://www.HumboldtWIB.com)). These "Targets of Opportunity" industries span a five-county rural region on the northern coast of California—the Redwood Coast. A follow-on study, *Occupations of Opportunity*, showed the many demand occupations in each industry and those with

highest demand across all industries. The Redwood Coast Training for Opportunity Project stands on the foundation of this high quality data and the regional collaboration forming to deliver the workforce for the Targets of Opportunity industries.

There are several important strengths of the Redwood Coast Training for Opportunity Project:

- Its focus on clear leverage points within and across several industries, with expanded training capacity touching at least 2,500 people.
- Utilizing distance-learning technology to deliver career technical education and training to Native American tribal members and prison inmates in extreme rural locations.
- Building on a regional partnership of leaders in business, labor, education, community and faith-based organizations, and the one-stop system.

The College of the Redwoods (CR) is the only community college serving the five-county region, and is committed to tailoring their curriculum to meet the significant training needs in Targets and Occupations of Opportunity. The Redwood Coast Training for Opportunity Project builds capacity for two industries that will continue to show demand through the economic recession—Building & Systems Construction & Maintenance, due to its focus on public works construction, and Diversified Health Care—as well as one training program that is essential across all industries, Management & Supervision.

For the Building and Systems Construction and Maintenance industry, the programs will be upgraded and expanded to train to the modern public works construction standards, and to meet market demand for certifications in solar, electrical, and welding. Additionally, a water and wastewater treatment plant operations certificate and associate of science program will be founded on a fast track to address crisis level need for operators.

For the Diversified Health Care industry, College of the Redwoods will add a physical therapy assisting program, expand their medical assisting program to include billing, records and scheduling, and establish a paramedic program, which will include a Paramedic to Registered Nurse Bridge pathway.

Finally, to address a significant need across all six targets of opportunity industries, this Community-Based Job Training Grant will establish a Management & Supervision certificate program. Industry leaders in all targets of opportunity express an acute need for management skills, and this program will enhance any industry specialization and be accessible to incumbent workers.

The Redwood Coast Training for Opportunity Project builds on and catalyzes strategic regional partnerships formed for the Targets of Opportunity industries. Industry leaders, labor and education are focused on how to align resources regionally to deliver the workforce that will continue job, wage and firm growth in the six Targets of Opportunity industries.